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"Prosperity is Largely Local"

says Wanamaker. If South Bend Wants to Have Abundant Prosperity in South Bend, the Ambition May be Realized if the People of this Community Co-operate Properly and Give Thought to the Subject

Wanamaker is a successful businessman. There is no doubt about that. He knows something about practical economics, trade trends, finance, and allied subjects. He is recognized as an expert when it comes to important business subjects. And Wanamaker says: "Prosperity Is Largely Local."

It is conceded that general prosperity will not come until European and Asiatic markets have been developed again. It is taken for granted that general prosperity will not be abundant until reconstruction has worked a little longer. But it is also certain and positive that any city in the United States which has any natural advantages, reasonably good resources, and responsible and progressive citizens may be prosperous to the nth degree if it so chooses.

South Bend has natural advantages in abundance. It has exceptionally solid resources, well established business houses, good manufactories, reliable and progressive merchants, and if South Bend wants to move ahead it can do so even when many other cities may not be progressing as they should.

Economist Babson maintains, and correctly, that building activities represent the real status of a city. If the people have good homes they are progressive. If building operations are extensive the city moves ahead. If people spend money for lumber, carpenter work, masonry, roofing, painting, plumbing, plastering, and other similar work they not

only put some money into circulation but they demonstrate to any possible doubters that they have faith in the community.

There is much building work going on here now. But there should be more. Prices are down. Accept that statement as absolute truth because it is. And tell any person who may be in doubt about it to make a few inquiries of his lumber man, his building hardware man, the brick man, the painter, the general contractor, the decorator, the plasterer, the iron man, the building supply company, the mason contractor, the heating contractor, the electric man, and others who know something about such things. Each of these men will not only say that building prices are down but he will make a bid for the work and the bid will prove what he says.

Prices are down. With farm prices advancing there is little indication that building prices will come down any more. When corn and wheat and oats come up the tendency is to bring other prices up with them.

The individuals and firms represented on this page are declaring their faith in South Bend and they are anxious and eager to demonstrate to the people of this part of the state that their prices are down and that any person thinking of building, or repairing or adding to buildings already up will be wise if they do that building now. Spring is a building time—and spring is the time to begin to get action.

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